

## **Should we YouKu, VK, Kaskus, Zing and Rappler our organisations?**

TAYLOR, Marc

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**Should we YouKu, VK, Kaskus,  
Zing and Rappler our  
organisations?**

**SMAANZ  
November 2016**



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**SMAANZ  
November 2016**



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# Background & Auckland

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@MTSportBusiness



Deloitte.



- Boston, USA, Netherlands
- Singapore & Dubai over last five years





To be back in the most expensive city in the world



Image source: With thanks to Emirates Team New Zealand, 2007

**To be back in the most expensive city in the world**

The images from this slide have been removed if not being actually presented

**Image sources:** Marc Taylor, 2003 and 2005



**Should we YouKu, VK, Kaskus,  
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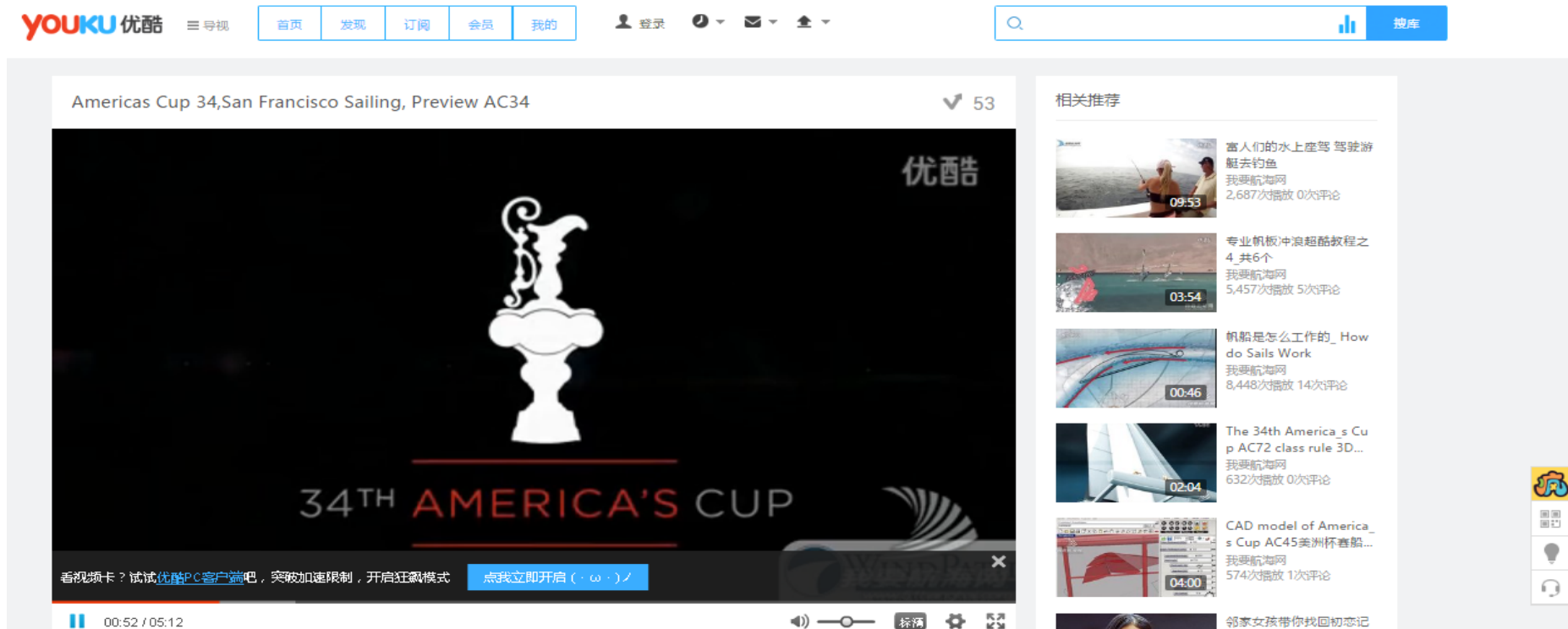


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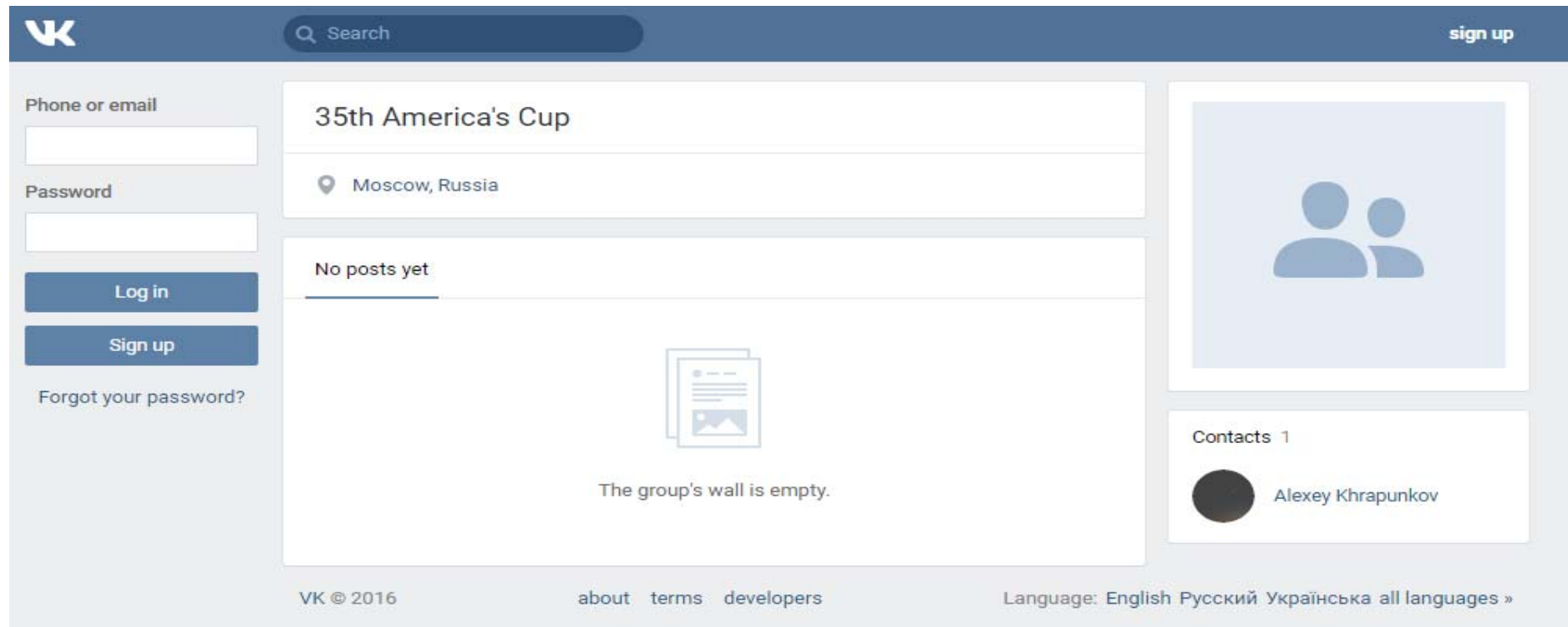
# Kick off America's Cup

## America's Cup (First option in Google (I could read))



YouKu, (2016)

## America's Cup (First option in Google (I could read))



VK, (2016)



## America's Cup (First option in Google (I could read))



Hot Categories: Lounge | Berita & Politik | Computer | Jokes | Movies | Supranatural | Sports | Games | Otomotif | Music | Regional | all

Home | LoeKeLoe | Casciscus | Jual/Beli | Regional | Kaskus Corner

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Kaskus, (2016)

# America's Cup (First option in Google (I could read))



**Zing.vn** TRI THỨC TRỰC TUYẾN  **TÌM KIẾM** MP3 TV ME **ĐẶT LÂM TRANG CHỦ**

**Booking.com** Auckland - ibis bud... Best Price Guarantee £ 82

**Auckland - Apollo H...** Best Price Guarantee

**Auckland - Auckland...** Best Price Guarantee

Thời sự Thể giới Kinh doanh Pháp luật Xuất bản **Thể thao** Công nghệ Xe 360 Giải trí Âm nhạc Phim ảnh Thời trang Sống trẻ Giáo dục Sức khỏe Du lịch

## 10 ngôi sao đáng xem nhất Copa America

19:42 11/06/2015

**ZING.VN** Chơi không nổi bật trong màu áo M.U, Di Maria và Falcao vẫn có tên trong danh sách 10 ngôi sao đáng xem nhất Copa America do Sky Sport bình chọn (giải đấu khai mạc sáng 12/6).

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Zing, (2016)

## America's Cup (First option in Google (I could read))



### WORLD SPORTS

## Yachting: USA claims America's Cup in historic comeback

The defending champions crossed the finish 44 seconds ahead of challenger New Zealand, notching an unprecedented 8 wins in a row



Rappler, (2016)



# Presentation Overview

## **Research Topic, Aim and Objectives (Context)**

<b>The Leading Question</b>	<b>The Research Strategy</b>	<b>Data Analysis</b>	<b>Results And Findings</b>	<b>Discussion Q&amp;A</b>
General research objective and general type of research	Instances	Details of the approach and why	Reporting the research results	Writing up the research / Case Study with Premier League Clubs / CIM
Specific research objective and specific type of research	Conduct Research and Measurement	Conduct data analysis	Thoughts about the research results	THE 'SO WHAT' AND NEXT STEPS

Adapted from ideas of Dul and Hak, (2008) and Yin (2014)

# The Leading Question



Do organisations ensure that their digital communications are visible to all interested international stakeholders?

# Research Topic, Aim and Objectives (Context)

## **Research Topic, Aim and Objectives (Context)**



Adapted from ideas of Dul and Hak, (2008) and Yin (2014)

## Research Context (Digital and Marketing Comms)

- **Drivers for initial interest in the topic**
- Chinese students in Sheffield (Not using Facebook/Twitter)
- Executive interviewing
  - CEO/Head of International Marketing and Media (CL club)
  - Head of Research and Insight (CL club)
  - CEO (PL club)
- **Key words**
- Digital Marketing, Marketing Communications, Digital Marketing Communications, Media Planning, Premier League, Soccer, Association Football



# General Research Topic: Marketing Communications

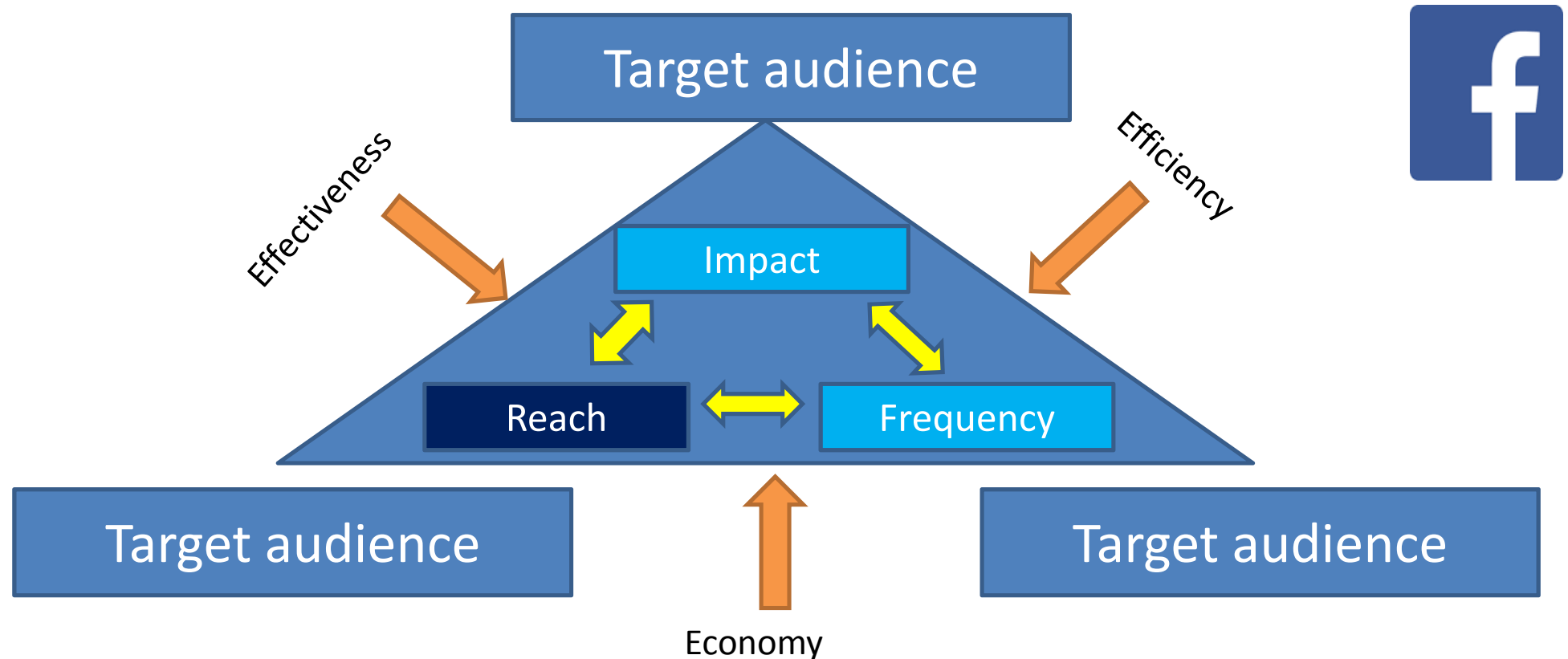


Image source: Adapted from Pickton and Broderick, 2005

# General Research Topic: Marketing Communications



Image Source: © Marc Taylor, 2015

Specific Research Topic: Digital Marketing Communications



## Research Context (Digital and Marketing Comms)

- Internet and digital has been the fastest growing sector of Marketing communications in the last decade globally.
- 4% in 2004
- Risen to 26% of a \$555bn industry segment by 2014. (Clift, (2014), World Advertising Research Center (2014), World Economics (2015))
- Estimated to grow further to 30-50% of Marcomms budgets over next decade in developed countries. (OFCOM, 2015).

Research Context (Digital and Marketing Comms)

- To support their domestic and international aspirations some Premier League clubs have formed partnerships;
- Chelsea (Adobe and WIPRO) (Adobe, 2015)
- City Football Group and SAP (Bacon, 2015)  
(Manchester City, New York City, Melbourne City, Yokohama F. Marinos)
- Manchester United and HCL (Manchester United, 2015)



## Research Context (Digital and Marketing Comms)

- We know professional soccer clubs generate revenue from Broadcasting, Ticketing and other Commercial activities including friendly matches overseas. (Deloitte, (2015), Soriano, (2012))
- In 2015 only West Ham and Leicester City did not play overseas friendly games in Europe, Asia or the USA (although Leicester City did also travel to a post season tour of Thailand) (Sky Sports, 2015).

- **Marketing and media planning questions**
- Over fifty years ago, we were asked a relatively simple question as to whether we were really planning our marketing. (Winer, (1965))
- Stasch and Lanktree (1980) asked the same question over 35 years ago and yet it still appears to be relevant today
- Some digital sources have been hot and are now not (e.g. Bebo and MySpace)

- **Marketing and media planning questions**
- Rapid economic changes globally
- Rapid changes with digital and social marketing platforms

## **Research Topic, Aim and Objectives (Context)**



Adapted from ideas of Dul and Hak, (2008) and Yin (2014)

Specific research objectives and specific type of research

- What are the largest markets for Internet size?
  - Top 75% of countries by absolute size(Also assess Internet penetration, but primary interest in size)
- What are the most popular 25 digital platforms and websites in each of these countries?
- What are the digital platforms that Premier League clubs were using during the 2014/15 season?
- What 'gaps/learning' appears to exist



# The Research Strategy



Adapted from ideas of Dul and Hak, (2008) and Yin (2014)

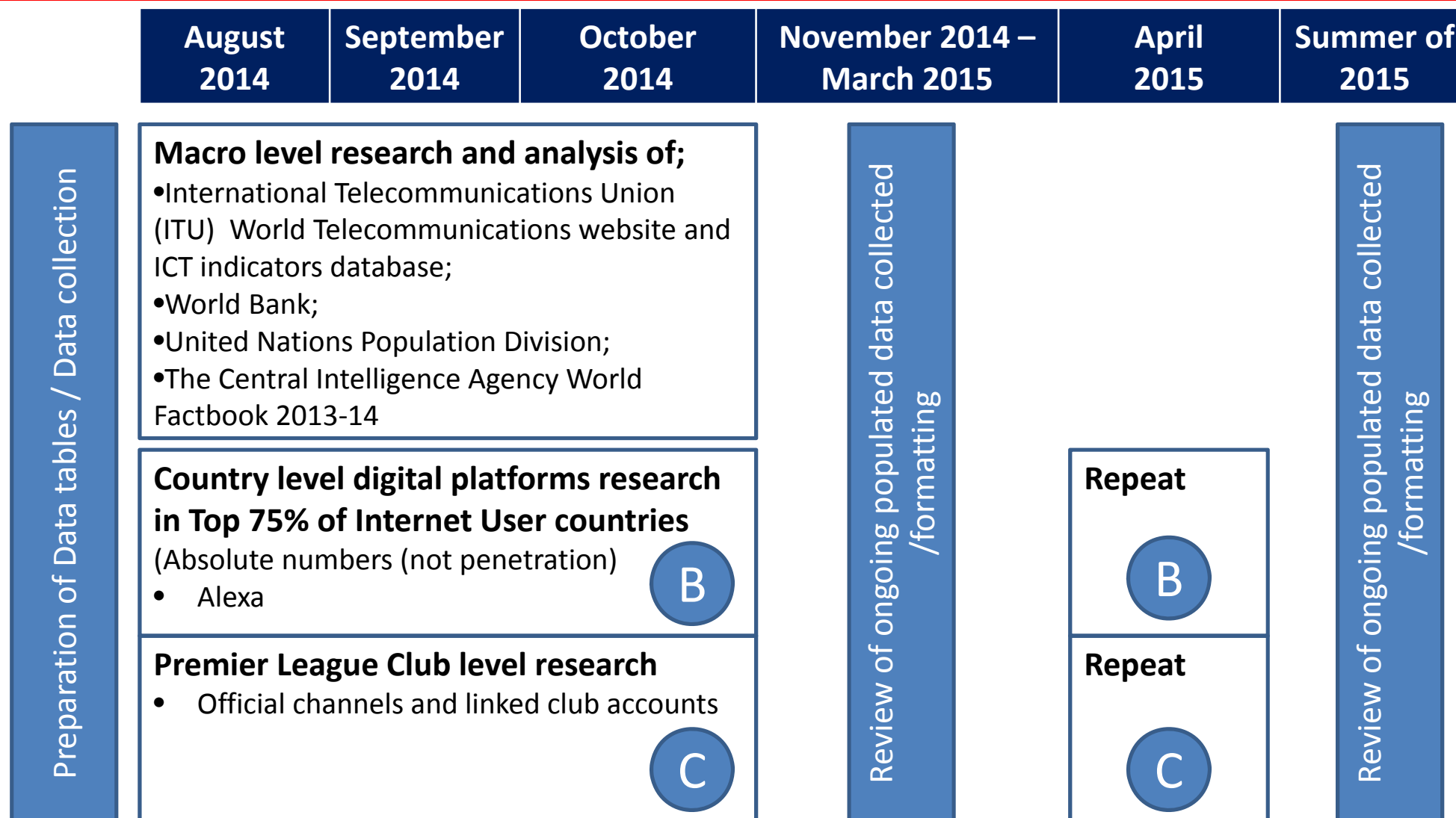
- Descriptive, practice-orientated research
- Useful as it delivers knowledge that a practitioner can actually use or consider (Dul and Hak, 2008, Yin, 2014)
- This approach does not require statistical generalization (Silverman, 2014) and therefore has potentially larger impact that is transferable to other contexts (Miles, Huberman and Saldana, 2014)\*

(\*Positive feedback from Editor at MIT SMR (To be raised later))

- Non digital has established media communications metrics
- Television            TVRs,
- Radio                RAJARs
- Print                 ABCs
- Outdoor             Passers by / POSTARs



- Whilst critics of some social media sources (e.g. Ritson) I wanted to explore credible macro and micro level source data
- Use of Alexa to assess the e-marketplace and calculate digital and social media reach
- This is recommended by, two leading global eMarketing experts, Chaffey and PR Smith (2013)
- Premier League club sources from the official sources of the Premier League clubs



**Data  
Analysis**

**Details of the  
approach and  
why**

**Conduct data  
analysis**

Adapted from ideas of Dul and Hak, (2008) and Yin (2014)

- Tabulated data in Microsoft Excel and Microsoft Access
- Verified data to ensure 100% accuracy
- Structured data tables capturing club and digital platform metrics

**Results  
And  
Findings**

**Reporting the  
research  
results**

**Thoughts  
about the  
research  
results**

Adapted from ideas of Dul and Hak, (2008) and Yin (2014)



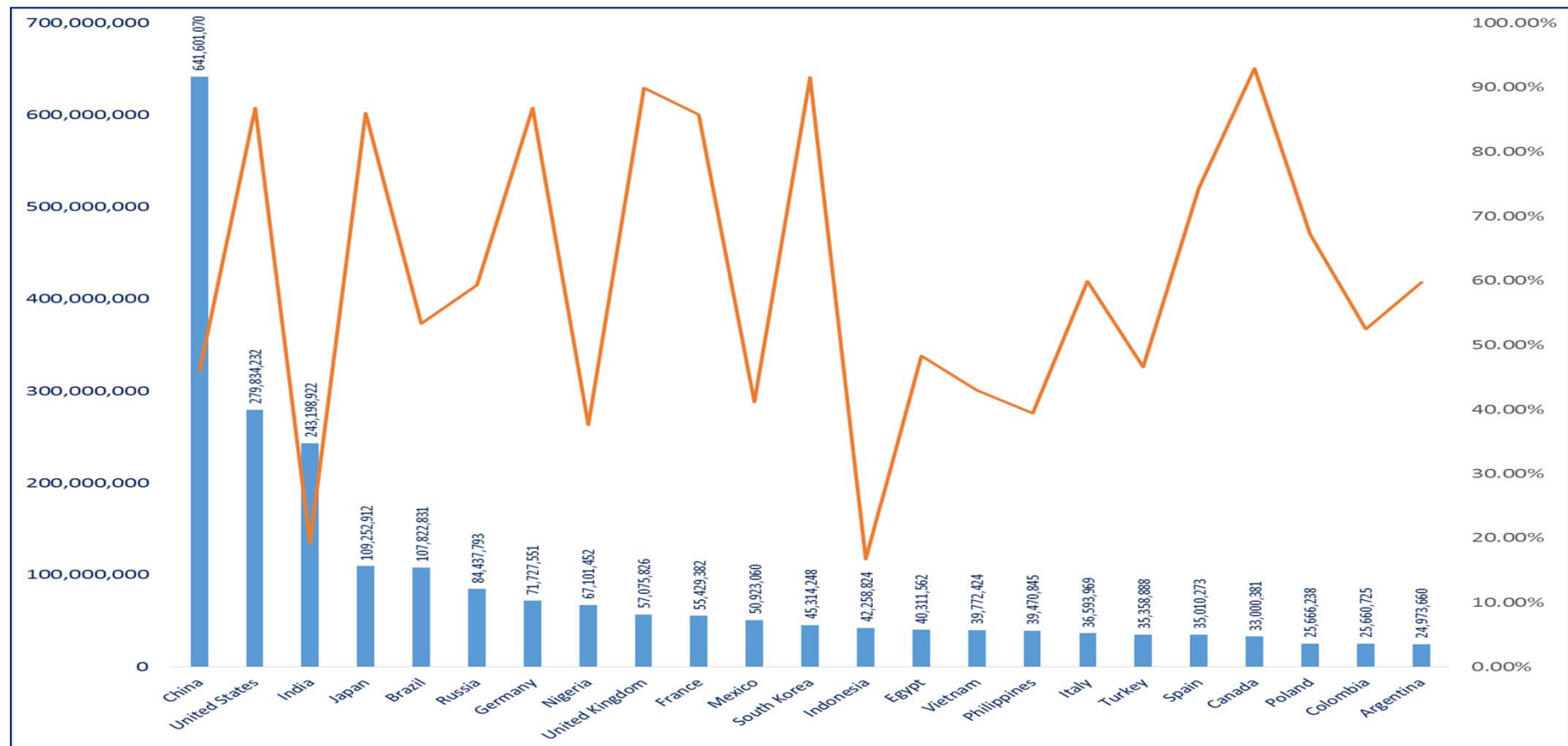
# Moneyball & Billy Beane

Is digital marketing  
and digital marketing  
in the Premier League  
also an unfair game?

Original image Source:  
© Marc Taylor, 2011  
Taken at The Sports Office  
(& Partners inc. Marc Taylor)  
Sports Analytics Conference  
at Manchester Business School



Total number of internet users in countries covering >75% of global internet users (in absolute terms)  
(The % lines was the Internet penetration rate in 2014)



**Sources:** Taylor, M. (2015) Analysis of International Telecommunication Union (ITU), World Bank, and United Nations Population Division and The World Factbook 2013-14. Washington, DC: Central Intelligence Agency, 2013

**Largest country base by the number of Internet users**

#	Country	Internet Users	Internet Penetration	Cumulative Internet Users	Country's share of World Internet Users %	Cumulative share of World Internet Users %	Total Country Population	Cumulative Population	Country's share of World Population
1	China	641,601,070	46.03%	641,601,070	21.97%	21.97%	1,393,783,836	1,393,783,836	19.24%
2	United States	279,834,212	88.75%	921,435,302	9.58%	31.55%	322,583,006	1,716,366,842	4.45%
3	India	243,198,912	19.19%	1,164,634,224	8.33%	39.88%	1,267,401,849	2,983,768,691	17.50%
4	Japan	109,252,912	86.03%	1,273,887,136	3.74%	43.62%	126,999,808	3,110,768,499	1.75%
5	Brazil	107,822,831	53.37%	1,381,709,967	3.69%	47.31%	202,033,670	3,312,802,169	2.79%
6	Russia	84,437,793	59.27%	1,466,147,760	2.89%	50.20%	142,467,651	3,455,269,820	1.97%
7	Germany	71,727,551	86.78%	1,537,875,311	2.46%	52.66%	82,652,256	3,537,922,076	1.14%
8	Nigeria	67,101,452	37.59%	1,604,976,763	2.30%	54.96%	178,516,904	3,716,438,980	2.46%
9	United Kingdom	57,075,826	89.90%	1,662,052,589	1.95%	56.91%	63,489,234	3,779,928,214	0.88%
10	France	55,429,382	85.75%	1,717,481,971	1.90%	58.81%	64,641,279	3,844,569,493	0.89%
11	Mexico	50,923,060	41.13%	1,768,405,031	1.74%	60.55%	123,799,215	3,968,368,708	1.71%
12	South Korea	45,314,210	91.92%	1,813,719,279	1.55%	62.10%	49,512,026	4,017,880,734	0.68%
13	Indonesia	42,258,814	16.72%	1,855,978,103	1.45%	63.55%	252,812,245	4,270,692,979	3.49%
14	Egypt	40,311,512	48.34%	1,896,289,665	1.38%	64.93%	83,386,739	4,354,079,718	1.15%
15	Vietnam	39,772,414	42.97%	1,936,062,089	1.36%	66.29%	92,547,959	4,446,627,677	1.28%
16	Philippines	39,470,815	39.43%	1,975,532,934	1.35%	67.64%	100,096,496	4,546,724,173	1.38%
17	Italy	36,593,965	59.92%	2,012,126,903	1.25%	68.89%	61,070,224	4,607,794,397	0.84%
18	Turkey	35,358,888	46.62%	2,047,485,791	1.21%	70.10%	75,837,020	4,683,631,417	1.05%
19	Spain	35,010,273	74.38%	2,082,496,064	1.20%	71.30%	47,066,402	4,730,697,819	0.65%
20	Canada	33,000,381	92.89%	2,115,496,445	1.13%	72.43%	35,524,732	4,766,222,551	0.49%
21	Poland	25,666,238	67.15%	2,141,162,683	0.88%	73.31%	38,220,543	4,804,443,094	0.53%
22	Colombia	25,660,725	52.44%	2,166,823,408	0.88%	74.19%	48,929,706	4,853,372,800	0.68%
23	Argentina	24,973,660	59.74%	2,191,797,068	0.86%	75.05%	41,803,125	4,895,175,925	0.86%
					75.05%				

**Sources:** Taylor, M. (2015) Analysis of Alexa with each listed 'platform', International Telecommunication Union (ITU), World Bank, and United Nations Population Division and The World Factbook 2013-14. Washington, DC: Central Intelligence Agency, 2013

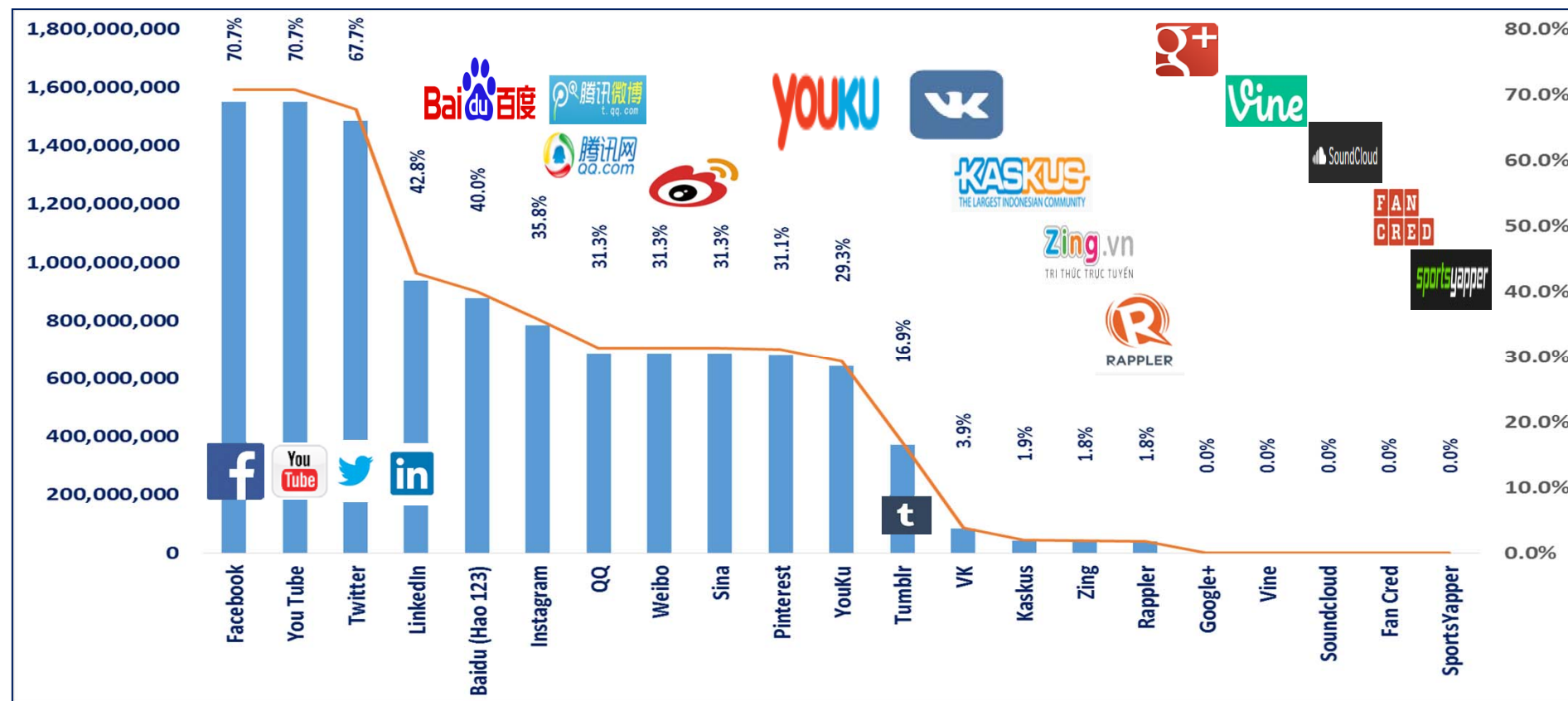
Total number of internet users in countries covering >75% of global internet users (in absolute terms)



**Sources:** Taylor, M. (2015) Analysis of International Telecommunication Union (ITU), World Bank, and United Nations Population Division and The World Factbook 2013-14. Washington, DC: Central Intelligence Agency, 2013

## Analysis of the maximum number of internet users by platform

Using the top 25 listed sites by country (via Alexa) during the 2014/15 Premier League season



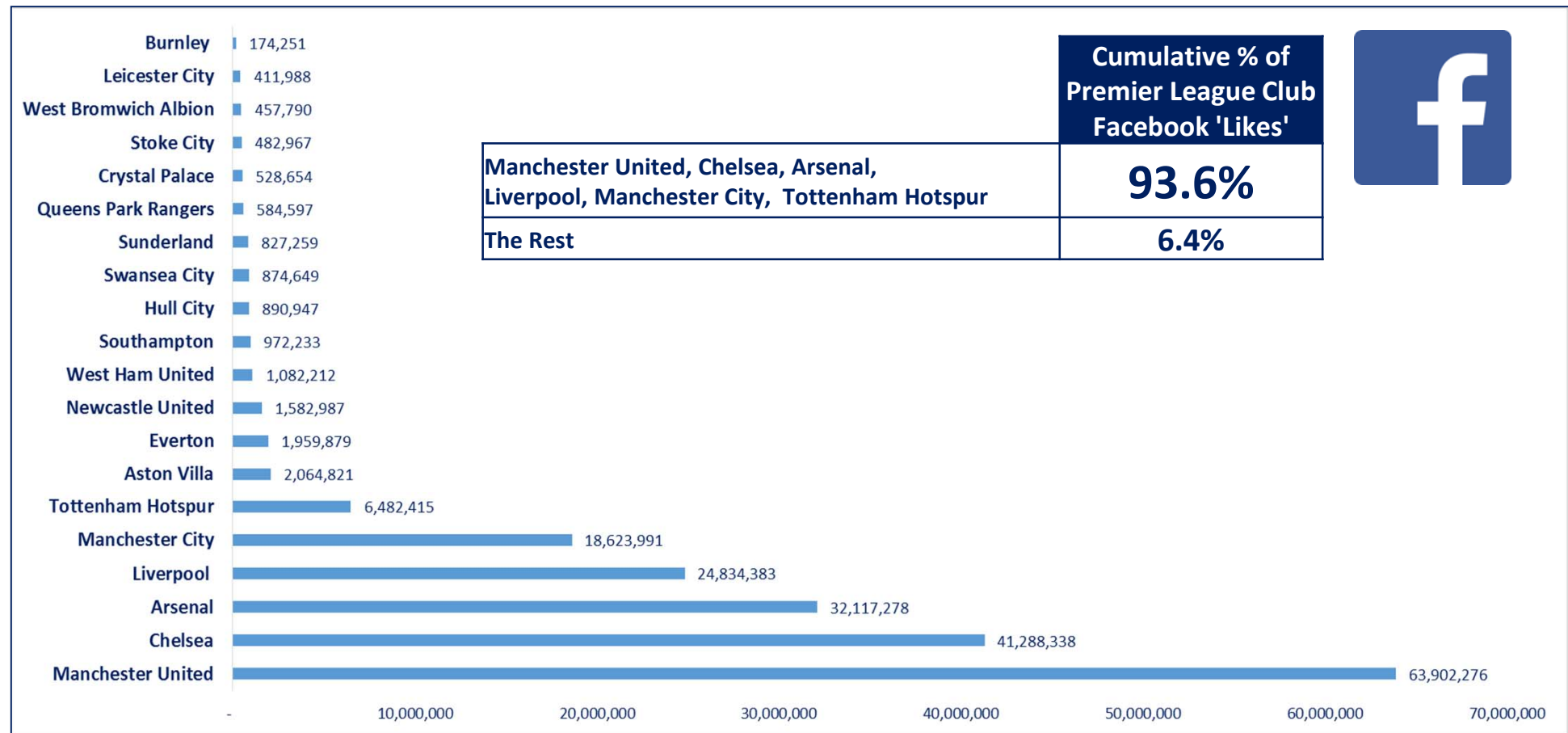
**Sources:** Taylor, M. (2015) Analysis of Alexa with each listed 'platform' in September 2014 and April 2015 in the largest 23 countries by number of Internet Users.

(Where the percentage of users is listed as 0%, these sources are being used by the clubs direct, but are not in the top 25 sites via Alexa)



## Facebook 'Likes' (m) 2014/15 Premier League season (as of April 2015)

(Brand Managers need to think about engagement versus 'Likes' too)



Source: Taylor, M. (2015) Analysis of each official club publicized Facebook site

## Facebook 'Likes' (m) 2014/15 Premier League season (as of April 2015)

(Not that I think 'Likes' is as useful as it needs to be if I was a Brand Manager looking at engagement)

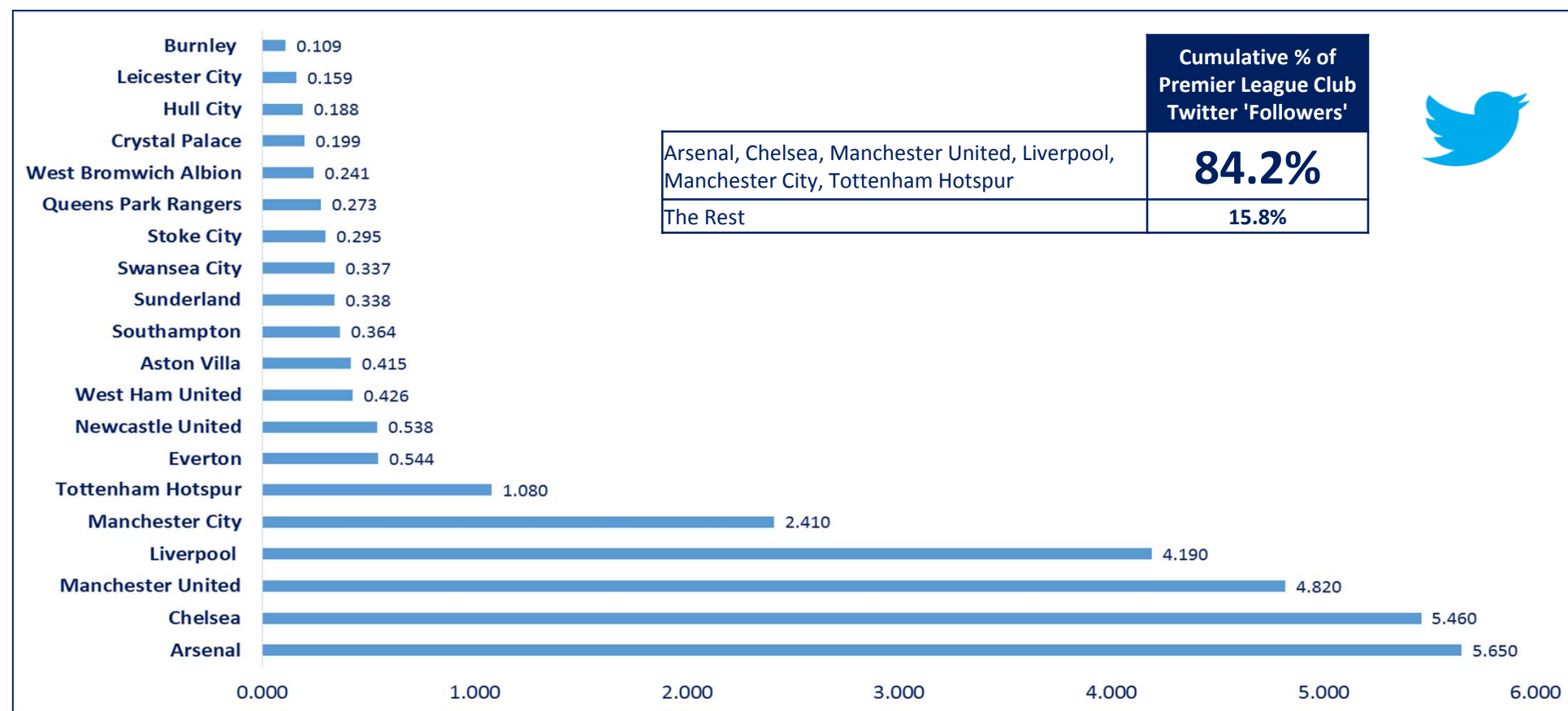
Club	Facebook	Facebook Likes	% of Premier League Club 'Likes'	Cumulative % of Premier League Club 'Likes'
Manchester United	<a href="http://www.facebook.com/manchesterunited">www.facebook.com/manchesterunited</a>	63,902,276	31.9%	31.9%
Chelsea	<a href="http://www.facebook.com/ChelseaFC">www.facebook.com/ChelseaFC</a>	41,288,338	20.6%	52.6%
Arsenal	<a href="http://www.facebook.com/Arsenal">www.facebook.com/Arsenal</a>	2,117,278	16.0%	68.6%
Liverpool	<a href="http://www.facebook.com/LiverpoolFC">www.facebook.com/LiverpoolFC</a>	4,834,383	12.4%	81.0%
Manchester City	<a href="http://www.facebook.com/mcfcofficial">www.facebook.com/mcfcofficial</a>	8,623,991	9.3%	90.3%
Tottenham Hotspur	<a href="http://www.facebook.com/TottenhamHotspur">www.facebook.com/TottenhamHotspur</a>	6,482,415	3.2%	93.6%
Aston Villa	<a href="http://www.facebook.com/avfcofficial">www.facebook.com/avfcofficial</a>	2,064,821	1.0%	94.6%
Everton	<a href="http://www.facebook.com/Everton">www.facebook.com/Everton</a>	1,959,879	1.0%	95.6%
Newcastle United	<a href="http://www.facebook.com/newcastleunited">www.facebook.com/newcastleunited</a>	1,582,987	0.8%	96.4%
West Ham United	<a href="http://www.facebook.com/westhamunitedofficial">www.facebook.com/westhamunitedofficial</a>	1,082,212	0.5%	96.9%
Southampton	<a href="http://www.facebook.com/southamptonfc">www.facebook.com/southamptonfc</a>	972,233	0.5%	97.4%
Hull City	<a href="http://www.facebook.com/hulltigersofficial">www.facebook.com/hulltigersofficial</a>	890,947	0.4%	97.8%
Swansea City	<a href="http://www.facebook.com/SwanseaCityFC">www.facebook.com/SwanseaCityFC</a> & <a href="http://www.facebook.com/swanseacityfc.kor">www.facebook.com/swanseacityfc.kor</a>	874,649	0.4%	98.3%
Sunderland	<a href="http://www.facebook.com/sunderlandafc">www.facebook.com/sunderlandafc</a>	827,259	0.4%	98.7%
Queens Park Rangers	<a href="http://www.facebook.com/OfficialQPRFC">www.facebook.com/OfficialQPRFC</a>	584,597	0.3%	99.0%
Crystal Palace	<a href="http://www.facebook.com/officialcpfc">www.facebook.com/officialcpfc</a>	528,654	0.3%	99.2%
Stoke City	<a href="http://www.facebook.com/stokecity">www.facebook.com/stokecity</a>	482,967	0.2%	99.5%
West Bromwich Albion	<a href="http://www.facebook.com/westbromwichalbionofficial">www.facebook.com/westbromwichalbionofficial</a>	457,790	0.2%	99.7%
Leicester City	<a href="http://www.facebook.com/lcfcofficial">www.facebook.com/lcfcofficial</a>	411,988	0.2%	99.9%
Burnley	<a href="http://www.facebook.com/officialburnleyfc">www.facebook.com/officialburnleyfc</a>	174,251	0.1%	100.0%
<b>Premier League Clubs (UK total)</b>		<b>200,143,915</b>	<b>100%</b>	

**Source:** Taylor, M. (2015) Analysis of each official club publicized Facebook site



## Twitter 'Followers' (m) 2014/15 Premier League season (as of April 2015)

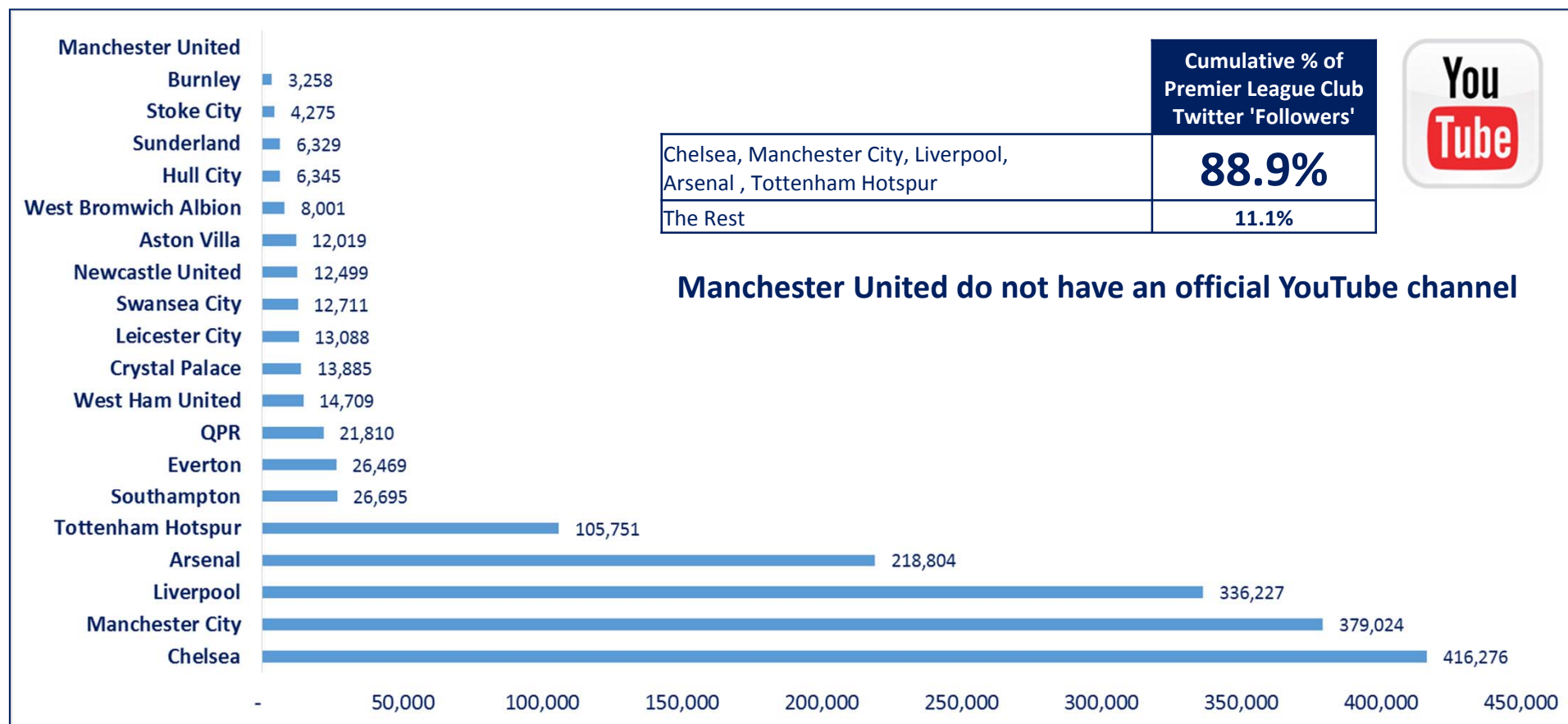
(Brand Managers need to think about engagement versus 'Followers' too)



Source: Taylor, M. (2015) Analysis of each official club publicized Twitter site (see references too)

## YouTube 'Subscribers': 2014/15 Premier League season (as of April 2015)

(Brand Managers need to think about engagement versus 'Subscribers' too)



Source: Taylor, M. (2015) Analysis of each official club publicized YouTube site (see references too)

## Official Weibo 'Followers' 2014/15 Premier League season (as of April 2015)

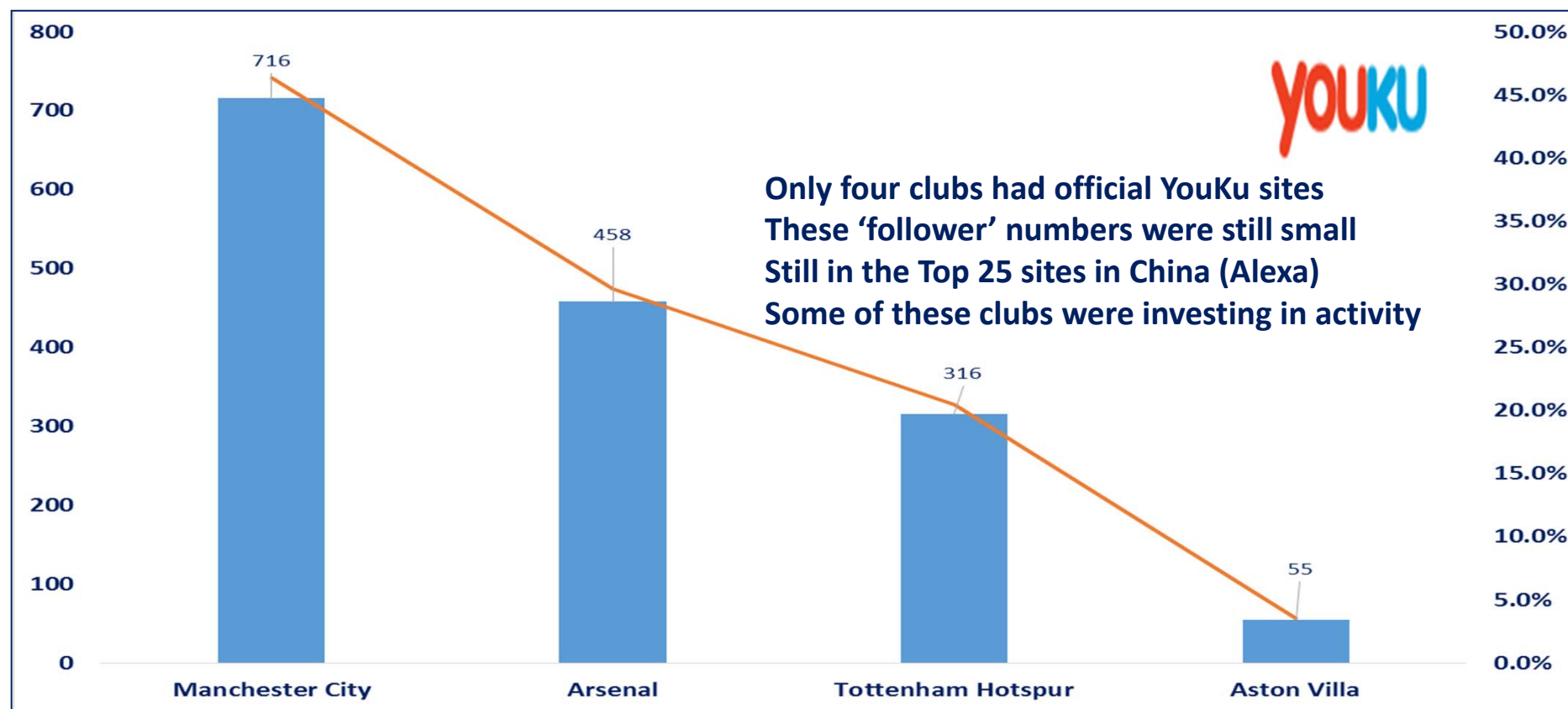
(Brand Managers need to think about engagement versus 'Followers' too)



Source: Taylor, M. (2015) Analysis of each official club publicized Weibo site (see references too)

YouKu Fans 2014/15 Premier League season (as of April 2015)

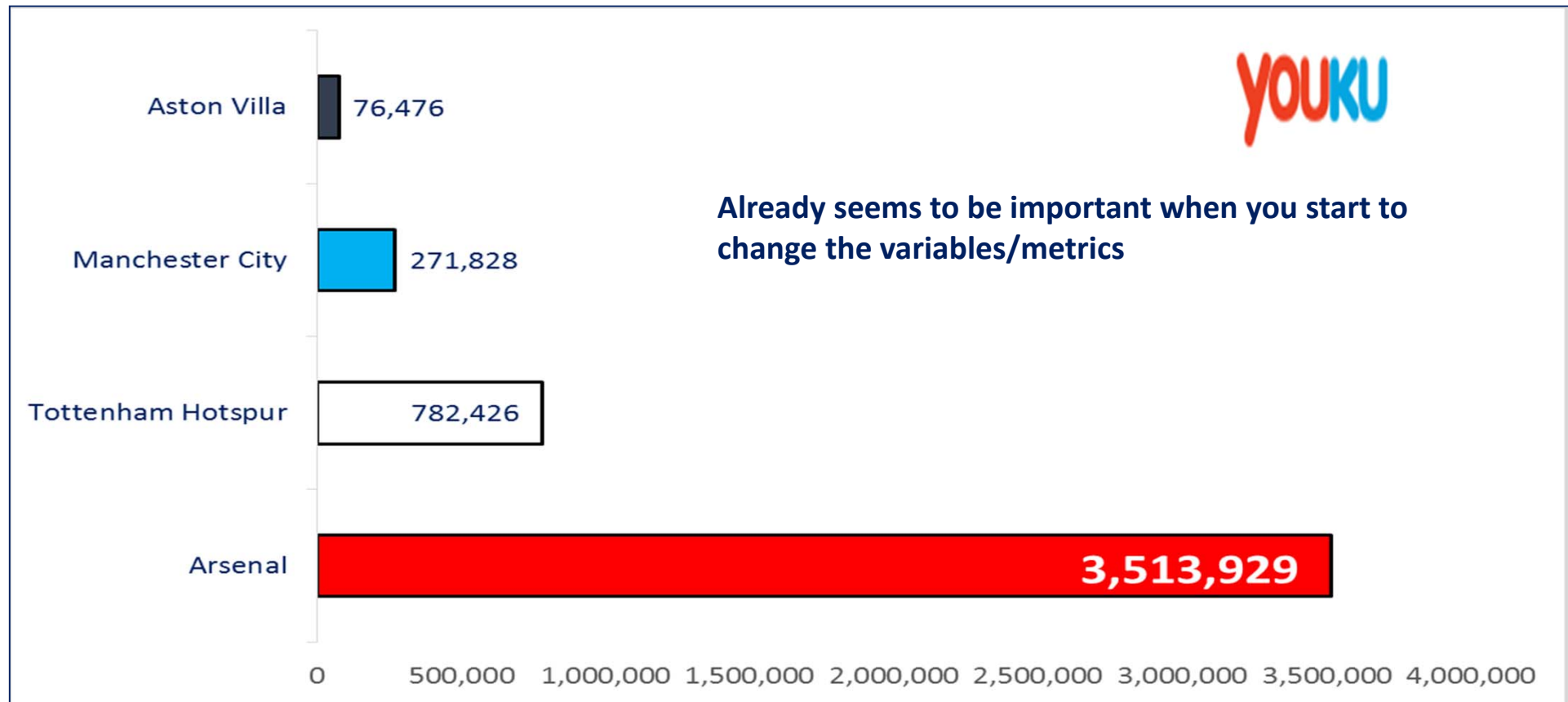
(Brand Managers need to think about engagement too)



Source: Taylor, M. (2015) Analysis of each official club publicized YouKu site

YouKu 'Video Playbacks' 2014/15 Premier League season (as of April 2015)

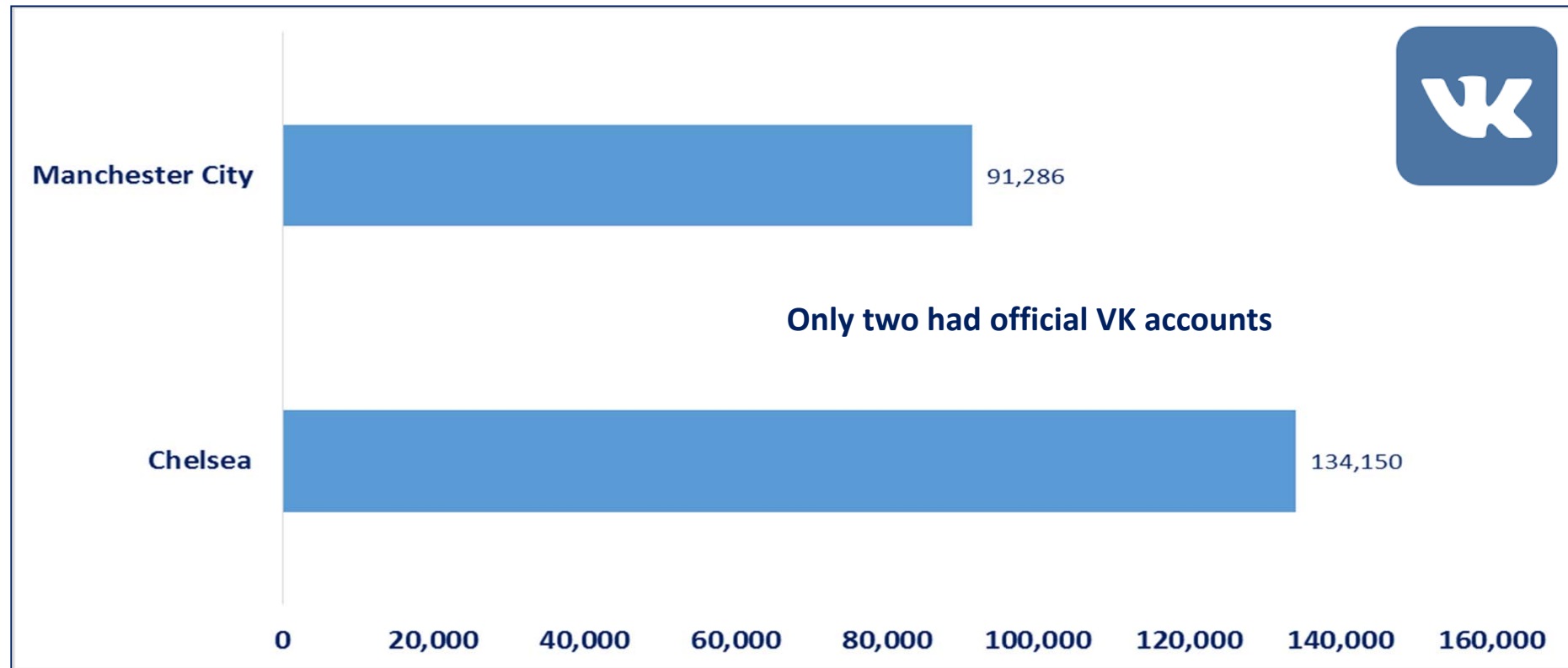
(Brand Managers need to think about engagement too)



Source: Taylor, M. (2015) Analysis of each official club publicized YouKu site

## VK Followers 2014/15 Premier League season (as of April 2015)

(Brand Managers need to think about engagement too)



Source: Taylor, M. (2015) Analysis of each official club publicized VK site



## Kaskus, Zing and Rappler metrics

(Brand Managers need to think about engagement too)



**YET**

**Source:** Taylor, M. (2015) Analysis of each official Kaskus, Zing and Rappler account

Should we YouKu, VK, Kaskus, Zing and Rappler our organisations?

## 1. China

Population: 1,393,783,836  
Internet Users: 641,601,070  
Penetration rate: 46.03%



## 2. USA

Population: 322,583,  
Internet Users: 279,834,232  
Penetration rate: 86.75%



**Source:** Taylor, M. (2015) Analysis of each country (Top 75% of global internet users) with Top 25 digital sites (2014-2015)  
Analysis of Alexa.com, ITU and CIA

Should we YouKu, VK, Kaskus, Zing and Rappler our organisations?

### 3. India

Population: 1,267,401,849  
Internet Users: 243,198,922  
Penetration rate: 19.19%



### 4. Japan

Population: 126,999,808  
Internet Users: 109,252,912  
Penetration rate: 86.03%



**Source:** Taylor, M. (2015) Analysis of each country (Top 75% of global internet users) with Top 25 digital sites (2014-2015)  
Analysis of Alexa.com, ITU and CIA

Should we YouKu, VK, Kaskus, Zing and Rappler our organisations?

## 5. Brazil

Population: 202,033,670  
Internet Users: 107,822,831  
Penetration rate: 53.37%



## 6. Russia

Population: 142,467,651  
Internet Users: 84,437,793  
Penetration rate: 59.27%



**Source:** Taylor, M. (2015) Analysis of each country (Top 75% of global internet users) with Top 25 digital sites (2014-2015)  
Analysis of Alexa.com, ITU and CIA

Should we YouKu, VK, Kaskus, Zing and Rappler our organisations?

## 12. South Korea

Population: 49,512,026  
Internet Users: 45,314,248  
Penetration rate: 91.52%



## 13. Indonesia

Population: 252,812,245  
Internet Users: 42,258,824  
Penetration rate: 16.72%



**Source:** Taylor, M. (2015) Analysis of each country (Top 75% of global internet users) with Top 25 digital sites (2014-2015)  
Analysis of Alexa.com, ITU and CIA

Should we YouKu, VK, Kaskus, Zing and Rappler our organisations?

## 15. Vietnam

Population: 92,547,959  
Internet Users: 39,772,424  
Penetration rate: 42.97%



## 16. Phillipines

Population: 100,096,496  
Internet Users: 39,470,845  
Penetration rate: 39.43%



**Source:** Taylor, M. (2015) Analysis of each country (Top 75% of global internet users) with Top 25 digital sites (2014-2015)  
Analysis of Alexa.com, ITU and CIA



**Discussion  
Q&A**

**Writing up the  
research /  
Case Study  
with Premier  
League Clubs /  
CIM**

**THE  
'SO WHAT'  
AND  
NEXT STEPS**

Adapted from ideas of Dul and Hak, (2008) and Yin (2014)

- Not all the data collected during this research has been presented
- Data on a large number of other digital sources and platforms too from Alexa and clubs (e.g. Instagram, Pinterest, Sports Yapper, Vine etc. etc.)
- Dynamic changing landscape and academia could be too slow to add value (but we can definitely add value!)

- Practitioner driven recommendations for practice now;
  1. Do not be 'Me too'. Set your own objectives
  2. Regularly review and assess 'global' or country specific digital reach set against business and communications 'reach' objectives
  3. Undertake an annual benchmarking review ('snapshot') considering changes and developments (e.g. new sustainable digital platforms) that could drastically affect organisational and communication objectives in the short or medium term

- Practitioner driven recommendations for practice now;
  4. Regularly review the organisational resources (internal or agency) needed to service different international markets and the wider resource considerations needed to build capacity and learning.
  5. Ask 'smarter' questions and smarter 'evaluation' questions
  6. Track 'international' engagement and device access (e.g. Philippines leading the way in terms of daily activity of social. Mobile increasingly significant)

- **Academic and professional next steps**
- Submit paper to MIT Sloan Management Review (or other), but know the subject is of real interest to their editor
- Case study with Premier League Club (undertaken further anonymised research in the process of writing up). Then in depth Case Study too
- Collaborate with others to develop this angle further in multiple countries
- CIM (Professional marketing body in the UK)

Finishing the start of the story...

**To be back in the most expensive city in the world**

The images from this slide have been removed if not being actually presented

**Image sources:** Marc Taylor, 2007



**To be back in the most expensive city in the world**

The images from this slide have been removed if not being actually presented

**Image sources:** Marc Taylor, 2012 and 2016

**Thank you to everyone for listening**



**Questions and challenges please**

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## Other: Twitter

Club	Twitter
Arsenal	<a href="https://twitter.com/Arsenal">https://twitter.com/Arsenal</a>
Chelsea	<a href="https://twitter.com/chelseafc">https://twitter.com/chelseafc</a>
Manchester United	<a href="https://twitter.com/ManUtd">https://twitter.com/ManUtd</a>
Liverpool	<a href="https://twitter.com/LFC">https://twitter.com/LFC</a>
Manchester City	<a href="https://twitter.com/mcfc">https://twitter.com/mcfc</a>
Tottenham Hotspur	<a href="https://twitter.com/spursofficial">https://twitter.com/spursofficial</a>
Everton	<a href="https://twitter.com/Everton">https://twitter.com/Everton</a>
Newcastle United	<a href="https://twitter.com/NUFC">https://twitter.com/NUFC</a>
West Ham United	<a href="https://twitter.com/whufc_official">https://twitter.com/whufc_official</a>
Aston Villa	<a href="https://twitter.com/avfcofficial">https://twitter.com/avfcofficial</a>
Southampton	<a href="https://twitter.com/southamptonfc">https://twitter.com/southamptonfc</a> & <a href="https://twitter.com/SouthamptonFCJP">https://twitter.com/SouthamptonFCJP</a>
Sunderland	<a href="https://twitter.com/SunderlandAFC">https://twitter.com/SunderlandAFC</a>
Swansea City	<a href="https://twitter.com/SwansOfficial">https://twitter.com/SwansOfficial</a>
Stoke City	<a href="https://twitter.com/stokecity">https://twitter.com/stokecity</a>
Queens Park Rangers	<a href="https://twitter.com/QPRFC">https://twitter.com/QPRFC</a>
West Bromwich Albion	<a href="https://twitter.com/WBAFCofficial">https://twitter.com/WBAFCofficial</a>
Crystal Palace	<a href="https://twitter.com/CPFC">https://twitter.com/CPFC</a>
Hull City	<a href="https://twitter.com/HullCity">https://twitter.com/HullCity</a>
Leicester City	<a href="https://twitter.com/OfficialFOXES">https://twitter.com/OfficialFOXES</a>
Burnley	<a href="https://twitter.com/burnleyofficial">https://twitter.com/burnleyofficial</a>

**Source:** Taylor, M. (2015) analysis of each official club site

## Other: YouTube

Club	YouTube Channel
Chelsea	<a href="http://www.youtube.com/user/chelseafc">www.youtube.com/user/chelseafc</a>
Manchester City	<a href="http://www.youtube.com/user/mcfcofficial">www.youtube.com/user/mcfcofficial</a>
Liverpool	<a href="http://www.youtube.com/user/LiverpoolFC">www.youtube.com/user/LiverpoolFC</a>
Arsenal	<a href="http://www.youtube.com/arsenal">www.youtube.com/arsenal</a>
Tottenham Hotspur	<a href="http://www.youtube.com/user/spursofficial">www.youtube.com/user/spursofficial</a>
Southampton	<a href="http://www.youtube.com/southamptonfc">www.youtube.com/southamptonfc</a>
Everton	<a href="http://www.youtube.com/user/OfficialEverton">www.youtube.com/user/OfficialEverton</a>
QPR	<a href="http://www.youtube.com/user/OfficialQPR">www.youtube.com/user/OfficialQPR</a>
West Ham United	<a href="http://www.youtube.com/channel/UCCNOsmurvpEit9paBOzWtUg">www.youtube.com/channel/UCCNOsmurvpEit9paBOzWtUg</a>
Crystal Palace	<a href="http://www.youtube.com/user/OfficialCPFC">www.youtube.com/user/OfficialCPFC</a>
Leicester City	<a href="http://www.youtube.com/user/LCFCOfficial">www.youtube.com/user/LCFCOfficial</a>
Swansea City	<a href="http://www.youtube.com/user/SWANSPLAYER">www.youtube.com/user/SWANSPLAYER</a>
Newcastle United	<a href="http://www.youtube.com/user/NUFCOfficial1892">www.youtube.com/user/NUFCOfficial1892</a>
Aston Villa	<a href="http://www.youtube.com/user/avfcofficial">www.youtube.com/user/avfcofficial</a>
West Bromwich Albion	<a href="http://www.youtube.com/user/OfficialAlbion">www.youtube.com/user/OfficialAlbion</a>
Hull City	<a href="http://www.youtube.com/user/HCAFCOfficial">www.youtube.com/user/HCAFCOfficial</a>
Sunderland	<a href="http://www.youtube.com/user/sunderlandafc">www.youtube.com/user/sunderlandafc</a>
Stoke City	<a href="http://www.youtube.com/stokecity">www.youtube.com/stokecity</a>
Burnley	<a href="http://www.youtube.com/user/officialburnleyfc">www.youtube.com/user/officialburnleyfc</a>
Manchester United	

**Source:** Taylor, M. (2015) analysis of each official club site